C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 31

HOW MINNEAPOLIS-ST. PAUL NEARLY BECAME LOS ANGELES.

It was a real danger there for a while. Once people got hip to the Twin Cities incredible prosperity – we do, for example, have the fourth highest median family income in the country* – mass immigration was sure to follow. The prospect was terrifying.

Instead of our nice people in their dutch colonials, we'd end up with a bunch of game show hosts, drive-in health spas, and goodness knows what all. We had to do something. In desperation, we made up this outrageous story about how it gets really cold here. We even said it sometimes gets down to thirty below! People actually fell for it. Needless to say, we felt terrible about telling such a fib. But it worked, and here we sit undisturbed in our secret paradise on the prairie, just two million quiet folks who are perfectly well-adjusted. And incredibly well-heeled.

KSTP-TV 5 abc

On top of a most civilized market.

*Source: 1985 U.S. Census. For more information, call KSTP-TV Sales at (612) 646-5555 or your nearest Petry office.

55th Year 1986

SPECIAL REPORT
The privatization of Europe

Vol. 110 No. 13

Broadcasting Mar 31

Marvin Davis makes a bid for CBS
"At Large" with new MGM owner Ted Turner
Television goes private in Europe

LION IN THE CORNER □ Ted Turner takes over as head of MGM. Marvin Davis's offer for CBS is turned down. PAGE 31.

RADIO BUYOUTS □ Metromedia gets out of radio business, selling nine stations to management group headed by Carl Brazell Jr. for $285 million. Tenth station goes to Resort Broadcasters. Katz Communications also exits radio, selling its 11 stations to management group for $68.3 million. PAGE 33.

ON THE BOARDS □ Networks order made-for-TV movies and mini-series for fall. PAGE 35.

BATTLE WITHOUT PICTURES □ Networks scramble to cover by and large unseen skirmish near Libya. PAGE 37.

BONDED □ Last week, MGM became the newest member of the Turner Broadcasting stable. While the ink dried on the deal, Ted Turner sat down with BROADCASTING editors to discuss his newest acquisition, and the importance of programing to cable's future. PAGE 40.

CUTS □ ABC decides to go with two-anchor team in coverage of NFL and Major League Baseball games. PAGE 56.

PEOPLE AND PICTURES □ Walt Disney Domestic Television will syndicate two more series, one based on *People* magazine, the other the Siskel & Ebert movie critique. PAGE 56.

JOINT VENTURE □ MCA-TV and Tribune Broadcasting to syndicate *Charles in Charge*. PAGE 58.

BROADCAST BONANZA □ Private television systems are proliferating in Europe, historically a stronghold of government-run TV, but there are still a number of issues to be resolved. PAGES 60-67.

ANOTHER EGG, A HATCHING □ Potential new satellite service, Columbia, has joined five other applicants seeking to compete with Intelsat. PAGE 67. One of the original five, PanAmSat, may convince South American country of Colombia to help it fly. PAGE 68.

THIRTY-DAY DELAY □ FCC provides 30-day period for comments on must-carry compromise. PAGE 73.

COPING WITH COPYING □ Senate hears CBS Technology proposal for making records, tapes and CDs copy-proof. PAGE 75.

TIME FOR TELETEXT □ WBTV(TV) Charlotte, N.C., says low-cost decoders will be available next fall, greatly increasing market for its teletext magazine; it has plans for ancillary data broadcasting service. PAGE 77.

PR APPEAL □ USIA Director Charles Z. Wick defends agency's request for almost $1 billion to counter Russian "propaganda blitz." PAGE 82.

GETTING DOWN TO BUSINESS □ Heritage Communications President Jim Hoak's love of business has helped him build a Des Moines cable franchise into a top-20 MSO. PAGE 103.

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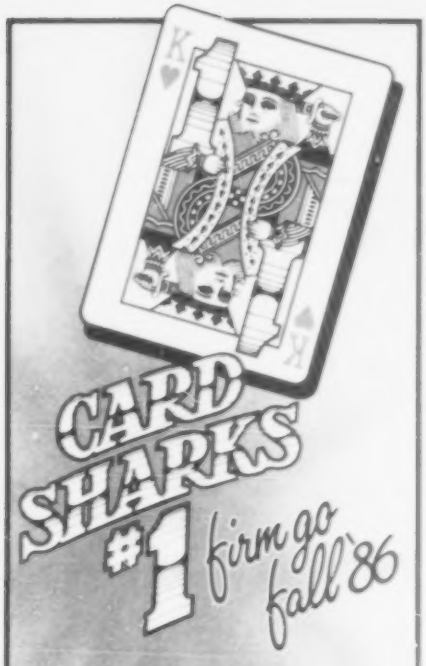
Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications, Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $3 except special issues $350 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canada and other international subscriptions add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first class. Subscriber's occupation required. Annually, *Broadcasting* — *Cablecasting Yearbook* $90, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (phone toll-free $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37 yr.). Postmaster: please send address corrections to *Broadcasting*, 1735 DeSales St., N.W., Washington, D.C. 20036.

INDEX TO ADVERTISERS



CARD SHARKS
is riding the winds to the top in CHICAGO.

No. 1 HOUSEHOLD SHARE

No. 1 WOMEN 18-49

No. 1 WOMEN 25-54

No. 1 TOTAL MEN

CARD SHARKS, A FIRM GO FOR FALL '86 IN SYNDICATION

Source: A.C. Nielsen, VIP, January, 1986. Demographic material for February unavailable as of publication deadline.

TELEVISION PROGRAM SOURCE

1155 Avenue of the Americas, 30th Floor
New York, New York 10036
(212) 302-4400

4000 W. Alameda Avenue, 6th Floor
Burbank, California 91505
(818) 954-7800

MCA, Tribune to syndicate 'Charles in Charge'

Production of 52 episodes will join 22 from network run in new package

MCA-TV and Tribune Broadcasting announced last week that they have joined forces to produce 52 episodes of *Charles in Charge*, starring Scott Baio, for use as a weekly beginning in January 1987. Production of the new episodes will complement 22 episodes of the series produced for the 1984-85 season on CBS, meaning that a strip will be guaranteed by January 1989. The weekly version of the show will be sold on a barter basis, and sales of the strip will be for cash. All six Tribune stations will carry the show.

In making the announcement, James C. Dowdle, president and chief executive officer, Tribune Broadcasting Corp., and Al Rush, president, MCA television group, said a reason to put *Charles* back into production was the show's strong performance among younger demographics in its network run. Although the show ranked third behind NBC's *Highway to Heaven* and ABC's *Full House* in household ratings, it placed second only to *The Cosby Show* in the younger demographics.

Charles in Charge marks the first in a series of projects that will be undertaken by the two companies. "We are definitely going to look at future projects" together, said Dowdle. MCA-TV and Tribune are equal partners in a pool of money for the creation of more syndicated programing. *Charles in Charge* will cost approximately $265,000 per episode to produce, for a total of almost $14 million for the 52 episodes.

Barter sales of the 52 episodes of the weekly version will offer three minutes national and three-and-a-half minutes local. MCA-TV will handle sales of the show, and both companies will sell the three minutes of barter time.

Scott Baio has been confirmed to star in the syndicated sit-com, but the remaining talent in the show remains to be cast. *Charles in Charge*, produced by Scholastic Productions, revolves around a college student who looks after three children for two working parents. If the show's original talent cannot be brought back together, the series might start over with a new family for Charles to move in with. Rush said that the series will either be produced at Universal or at Tribune's KTLA(TV) Los Angeles. □

CBS and NBC tie in ratings

The second and third parts of the CBS miniseries *If Tomorrow Comes* lifted that network into a tie with NBC, according to Nielsen ratings for the week of March 17-23. CBS and NBC shared a 16.2 average rating and a 26 average share. ABC had a 14.3/23.

In the evening news ratings, CBS and NBC continued their dogfight. CBS had a 12.3/22. NBC a 12.2/22, while ABC had a 11.3/20.

The second and third parts of *If Tomorrow Comes* produced wins for CBS on Monday and Tuesday. Altogether, the three-part, seven-hour story averaged a 22.1/35. CBS also got a strong performance on Sunday from the made-for-cable *Dallas: The Early Years* movie.

In its share previous following *Cheers* on NBC on Thursday, *All in Fargreen* (from the producers of *Cheers*) opened recently with a 22.4/34.

Rank	Show	Network	Rating/Share

Rank	Show	Network	Rating/Share

1,081 ft., and make changes in ant. sys. Action March 7.

■ WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Granted app. to change ERP to 50 kw. Action March 12.

■ WKKY (104.9 mhz) Moss Point, Miss.—Granted app. to change TL and change HAAT to 328 ft. Action March 14.

■ WQMV (98.7 mhz) Vicksburg, Miss.—Dismissed app. to change TL. Action March 12.

■ WONA-FM (96.7 mhz) Winona, Miss.—Granted app. to change TL, change ERP to 3 kw, and change HAAT to 328 ft. Action March 14.

■ KLSI (93.3 mhz) Kansas City, Mo.—Granted app. to change TL and change HAAT to 1,056.16 ft. Action March 17.

■ KPQX (92.5 mhz) Havre, Mont.—Granted app. to change ERP to 95.67 kw. Action March 11.

■ *KCEP (88.1 mhz) Las Vegas—Dismissed app. to change ERP to 10 kw. Action March 11.

■ WQWT (101.7 mhz) Otsego, N.Y.—Dismissed app. to change TL, change ERP to 6.7 kw, change HAAT to 970 ft. and make changes in ant. sys. Action March 12.

■ WZKC (98.9 mhz) Rochester, N.Y.—Granted app. to add stall aux. sys. Action March 11.

■ *WCCE (90.1 mhz) Bates Creek, N.C.—Dismissed app. to change freq. to 88.5 mhz, change TL, change HAAT to 900 ft. and make changes in ant. sys. Action March 14.

■ WQTR (99.1 mhz) Wentzville, N.C.—Granted app. to change TL, change ERP to 100 kw, change HAAT to 965 ft. and make changes in ant. sys. Action March 17.

■ WWJM (106.3 mhz) New Lexington, Ohio—Granted app. to change HAAT to 328 ft. Action March 14.

■ WHYL-FM (102.3 mhz) Carlisle, Pa.—Granted app. to make changes in ant. sys. Action March 14.

■ WCCB (92.7 mhz) Clarion, Pa.—Granted app. to change HAAT to 279 ft. Action March 17.

■ *WKNO-FM (91.1 mhz) Memphis—Dismissed app. to change ERP to 100 kw, change HAAT to 942 ft. and make changes in ant. sys. Action March 7.

■ KQXT (101.9 mhz) San Antonio, Tex.—Dismissed app. to change ERP of existing aux. to 93 kw. Action March 7.

■ WCKA (97.1 mhz) Sutton, W.Va.—Granted app. to change TL, change ERP to 25 kw, change HAAT to 1,143.56 ft., and make changes in ant. sys. Action March 14.

TV's

■ WLNE-TV (ch. 6) New Bradford, Mass.—Granted app. to change ant. Action March 14.

■ KPTM (ch. 42) Omaha—Granted app. to change TL and change HAAT to 1,558 ft. Action March 17.

■ *KOCV-TV (ch. 36) Odessa, Tex.—Granted app. to change HAAT to 502 ft. and change TL. Action March 14.

In Contest

Review board made following decisions:

■ Morganton, N.C., and Fairforest, S.C., Broadcasting and New South Broadcasting Corp. (AM proceeding): Scheduled oral argument for April 4 on exceptions to initial decision of ALJ Edward Luton granting app. of Beacon Broadcasting for AM facilities at Morganton, N.C., and denying competing app. of New South Broadcasting for modification of its WASC. Each party has 20 minutes for argument. New South may reserve part of its time for rebuttal. By letter, March 7.

■ Westerville, Ohio (Mid-Ohio Communications Inc. and Chief, Mass Media Bureau) FM proceeding: Scheduled oral argument for April 11 on exceptions to initial decision of ALJ John H. Conlin granting app. of Mid-Ohio for renewal of WBBY(FM) Westerville. Mid-Ohio and Mass Media Bureau each have 20 minutes for argument. The bureau may reserve part of its time for rebuttal. By letter, March 14.

Administrative Law Judge rulings announced:

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding: By separate orders, granted motion filed by Reno Community Broadcasting Co. and enlarged issues against Silver State Telecasters to determine whether its sole partner, Edward R. Stoltz, was careless and inept in his failure to report numerous transmitter site problems, whether he misrepresented facts, lacked candor and effect of such action on Silver State's qualifications to be commission licensee; granted motion for summary decision filed by Reno Eleven Telecasters and resolved air hazard issue in its favor; granted motion filed by David Moose and dismissed his app. with prejudice. By MO&O, March 10, by order, March 11, and by order, March 14.

■ Conroe, Tex. (Jack Clarke III, et al) TV proceeding: Granted joint requests for settlement agreement and dismissed apps. of Brookstreet Broadcasting Co., Luis Y. Nelida Castrenida and Jack Clarke III with prejudice; granted app. of San Jacinto Television Corp. for new TV station at Conroe, and terminated proceeding. By MO&O, March 11.

■ Fort Worth (Alden Television Inc., et al) TV proceeding: Granted motions for settlement agreement filed by Texas Spanish Broadcasters and Nuevo Mundo Broadcasting Inc. and resolved air hazard issues in their favor. By order, March 6.

■ Rugby, N.H. (Rugby Broadcasting Inc. and Rugby Broadcasting, Limited Partnership) FM proceeding: Granted requests for settlement agreement and dismissed app. of Rugby Broadcasting, Limited Partnership with prejudice, granted app. of Rugby Broadcasting Inc. for new FM station at Rugby and terminated proceeding. By MO&O, March 10.

■ Key West, Fla. (Florida Keys TV, et al) TV proceeding: Granted motion for partial summary decision filed by Community 2, Worthington and resolved air hazard issue in his favor. By MO&O, March 6.

■ Newton, N.J. (Oneida Television, et al) TV proceeding: Granted motion filed by Oneida Television and dismissed its app. with prejudice. By separate order, granted motion filed by Family Stations Inc. and added one availability and two issues relative to issues against Lilia R. Powley. By order, March 6, and by MO&O, March 10.

■ Kick Hill, S.C. (Bayside Hilton Head Corp., et al) TV proceeding: Granted petition filed by Tele Data Corp. and dismissed its app. with prejudice. By separate order, granted motion filed by Bayside, Hilton and dismissed its app. with prejudice. By order, March 4, and by order, March 13.

■ El Paso (KSCB Communications, et al) TV proceeding: By separate orders, granted petition filed by KSCB Inc. and enlarged issues against Jesse Maury to determine availability and character qualifications of Jesse Maury and whether Maury made misrepresentations to FCC concerning these; and granted motion filed by Mundo Broadcasting Co. to determine facts and circumstances concerning its and Grand Valley Broadcasting Network's compliance with section 73.3555 of rules; granted Salcido's petition and enlarged issues against Liquico Television to determine whether Liquico can effectuate its proposed operation with its proposed staff. By MO&O, March 13 and by MO&O's, 19.

Administrative Law Judge hearing decision:

■ Kearney, Neb. (Stephen G. Kafka, et al) FM proceeding: By separate orders, granted motions by Kearney State College and Stephen G. Kafka and dismissed their apps. with prejudice; granted joint request by Ferrell Broadcasting and Polly A. Hays for settlement agreement and dismissed Ferrell app. with prejudice; granted app. of Hays for new FM station at Kearney, and terminated proceeding. By orders and by MO&O, March 19.

Administrative Law Judge rulings announced:

■ Venice, Fla. (Venice Flying Service Inc. and Air Venice Inc.) Aeronautical advisory station proceeding: Pursuant to agreement between parties and city of Venice, and at request of chief, private radio bureau, dismissed both apps. without prejudice and terminated proceeding. By order, March 13.

■ Vineland, N.J. (Rita Wyse and Family Television Network) TV proceeding: By separate orders, granted motion filed by Family, and resolved air hazard issue in its favor; granted joint requests by Wyse and Family for settlement agreement and dismissed app. of Wyse with prejudice; granted app. of Family for new TV station at Vineland, and terminated proceeding. By order and by MO&O, March 14.

■ Charleston, S.C. (First Equimedia, et al) TV proceeding: Granted petition filed by First Equimedia and dismissed app. of R.G. Brown Communications Inc. with prejudice for failure to prosecute. By order, March 14.

Administrative Law Judge rulings announced:

■ Lewiston, Me. (Minority Women's TV Coalition, et al) TV proceeding: Granted motion filed by Ashley Communications and dismissed its app. with prejudice; granted motion filed by Sebago Broadcasting Co. and enlarged issues against Minority Women to determine whether Minority falsely certified documents in this proceeding and whether Minority should be disqualified; granted motion for summary decision by Sebago Broadcasting and resolved air hazard in its favor. By separate order, granted motion filed by John R. Powley and dismissed his app. with prejudice and directed Minority by answer interrogatories by March 24 or show cause why its app. should not be dismissed. By MO&O, March 6, and by MO&O, March 18.

■ Pittsburgh (Digital Paging Systems Inc., et al) MDS proceeding: Granted joint request for settlement agreement and dismissed apps. of Multipoint Information Systems Inc., DataCom Corp., and Private Networks Inc. with prejudice, granted joint request app. of Pittsburgh MDS Co. for CP to operate on ch. 2 at Pittsburgh, and terminated proceeding. By MO&O, March 6.

■ Las Vegas (Classic Vision Inc., et al) TV proceeding: Granted motion filed by Lucky 33 TV and dismissed its app.; granted motions filed by A-A Communications and Venture Broadcasting Co. to enlarge issues against El Sol Broadcasting to determine site availability, whether El Sol was careless in failing in prosecuting its app., whether it misrepresented ownership and control, and if so, effect on El Sol's basic qualifications; granted motion filed by A-A and added issue to determine whether Classic made available for inspection copy of its app. as required by commission rules, and granted A-A's motion and enlarged issues against Venture to determine availability of designated ant. site. By MO&O, March 6.

■ Cabo Rojo, P.R. (Olga Iris Fernandez, et al) FM proceeding: Granted motion for summary decision filed by Maria I. Otero Acosta and resolved engineering issue in her favor; granted motion filed by Aviles and dismissed the app. of Cabo Rojo Radio for failure to prosecute. By MO&O, March 6.

■ Johnson, Ariz. (Lifestyle Broadcasting Corp., et al) TV proceeding: Granted motion filed by Lifestyle Broadcasting and dismissed its app. with prejudice. By order, March 18.

Administrative Law Judge rulings announced:

■ Seaside Park and South Toms River, N.J. (Sandpiper Communications Inc. and Jersey Shore Broadcasting Corp.) AM proceeding: Granted joint requests for settlement agreement and dismissed app. of Jersey Shore for South Toms River with prejudice, conditionally granted app. of Sandpiper Communications for new AM at Seaside Park, and terminated proceeding. By MO&O, March 4.

Administrative Law Judge ruling announced:

■ Little Rock, Ark. (Leininger Geddes, et al) TV proceeding: Granted motion filed by Mauneille TV and dismissed its app. with prejudice. By order, March 13.

Summary of broadcasting as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,945	247	5,192
Commercial FM	4,503	429	4,932
Educational FM	1,277	71	1,348
Total Radio	10,725	747	11,472
FM translators	1,004	244	1,248
Commercial VHF TV	547	19	566
Commercial UHF TV	404	208	612
Educational VHF TV	120	2	122
Educational UHF TV	178	16	194
Total TV	1,249	245	1,494
VHF commercial	547	19	566
UHF commercial	404	208	612
VHF educational	120	2	122
UHF educational	178	16	194
ITFS	1,990	1,990	3,980
Low-power television	1,218	1,218	2,436
TV translators	4,000	1,000	5,000
Low-power TV	1,218	1,218	2,436
UHF translators	3,999	1,000	4,999
Experimental TV	0	0	0
Remote pickup	4,000	1,000	5,000
Aural STL & intercity relay	1,000	1,000	2,000

* Includes off-air licenses.

* Note: Due to computer processing, 2000 has not and will not release broadcast station totals for November, December or January.